

Message Text

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PAGE 01 MADRID 02031 210657Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 USIA-15 /036 W
-----210658Z 020434 /15

R 180757Z MAR 77
FM AMEMBASSY MADRID
TO USDOC WASHDC
INFO SECSTATE WASHDC 9403
AMCONGEN BARCELONA

UNCLAS MADRID 2031

E.O. 11652: N/A
TAGS: BEXP, SP
SUBJECT:COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM

REF: STATE 45849

1. BOTH MADRID AND AMCONGEN BARCELONA HAVE BEEN ACTIVE SUPPORTERS OF
THE FOREIGN BUYER PROGRAM (FBP) AND HAVE DEVOTED SIGNIFICANT RESOURCE
S

TO THE PROGRAM IN ORDER FULFIL CCP OBJECTIVES. WE TRUST ALTERNATIVES
CAN BE FOUND TO EFFECTIVELY OFFSET SHARPLY CURTAILED COMMERCE PROGRAM

2. IN REVIEWING CCP FOR SPAIN SINCE ITS INCEPTION IN FY 75, IT IS
APPARENT THAT A MEANINGFUL PERCENTAGE OF PROGRAM OBJECTIVES HERE IS
BASED UPON FBP. AS AVAILABILITY OF FUNDS FOR USG SPONSORED
EXHIBITION EVENTS FOR SPAIN HAS BEEN MODEST, MOST CCP CAMPAIGNS
FEATURE INCLUSION OF STIMULATING ATTENDANCE BY SPANISH TRADE
VISITORS TO APPROPRIATE US COMMERCIAL EXHIBITIONS. REGISTRATION OF
ATTENDEE PRINT-OUTS RECEIVED FROM FBP SHOW ORGANIZAERS CONVINCE US
OUR EFFORTS ARE EFFECTIVE AND PRODUCE TANGIBLE RESULTS BUTTRESSING
US EXPORT PROMOTION GOALS. EXISTENCE OF INTERNATIONAL VISITORS
LOUNGES WITH AVAILABILITY OF CINTERPRETERS AND ASSISTANCE FROM
QUALIFIED COMMERCE PERSONNEL IN ASSISTING OVERSEAS VISITORS
TO MEET INTERESTED US EXHIBITING FIRMS, WE ARE CONVINCED, HAS
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INCREASED OVERSEAS TRADE VISITS TO SELECTED US TRADE EXHIBITIONS.

3. AS INDICATED FOREGOING, WE TRUST ALTERNATIVE METHODS WILL
BE FOUND AND IMPLEMENTED TO ENSURE CONTINUING VIP TREATMENT
TO FOREIGN BUSINESSMEN ATTENDING MAJOR US COMMERCIAL EXHIBITIONS,
IF COMMERCE DIRECTED FBP MUST BE CURTAILED. EATON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MADRID02031
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770095-1217
Format: TEL
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770346/aaaabnp0.tel
Line Count: 61
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: 77 STATE 45849
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3068090
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM
TAGS: BEXP, SP
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/fd08eeb5-c288-dd11-92da-001cc4696bcc
Review Markings:
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